



picture-taking with the Fotochrome Color Camera

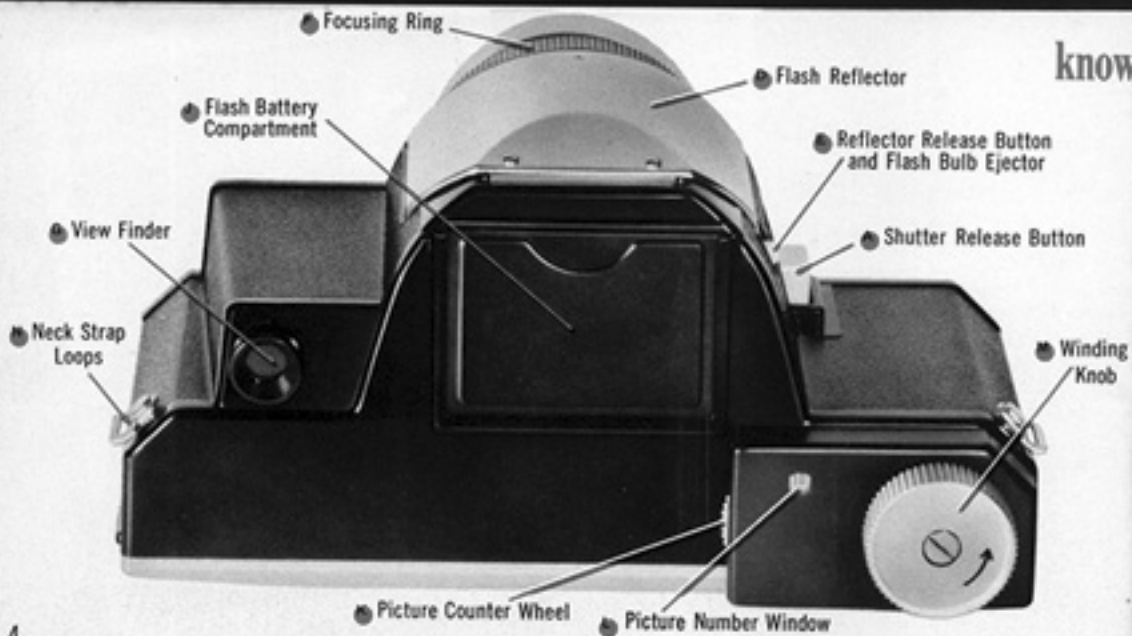
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Fotochrome Color Camera features

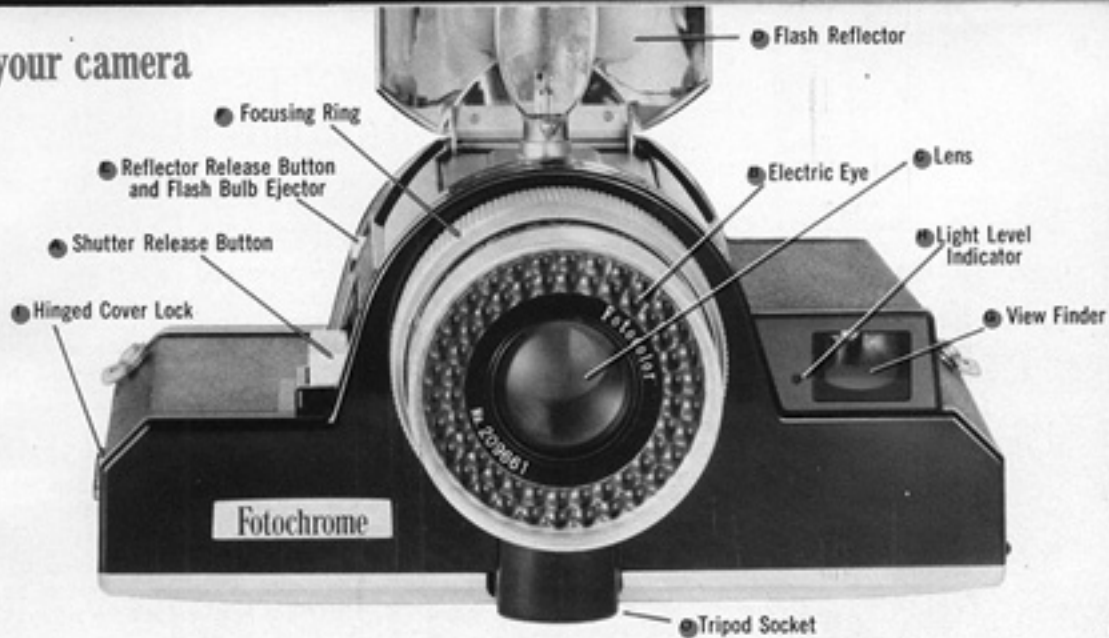
Your new Fotochrome Color Camera represents a dramatic breakthrough in color photography! It's packed with features designed to give you perfect color pictures every time—even if you have never taken a picture before. With the information in this booklet you'll find that Fotochrome photography is mistake-proof! Fool-proof!

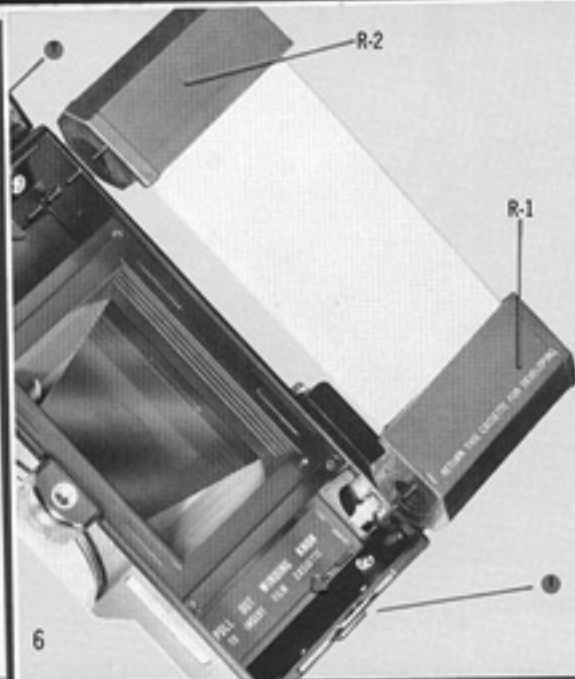
- Easy Drop-In Loading
- Automatic Exposure Adjustment for Flash Pictures
 - Built-In Flash and Correction Filter
- Automatic Electric Eye Exposure Control
 - Double Exposure Prevention
- Fast f4.5 Fully Color-Corrected Lens
 - Automatic Exposure Counter
- Footage Indicator and Zone Focusing





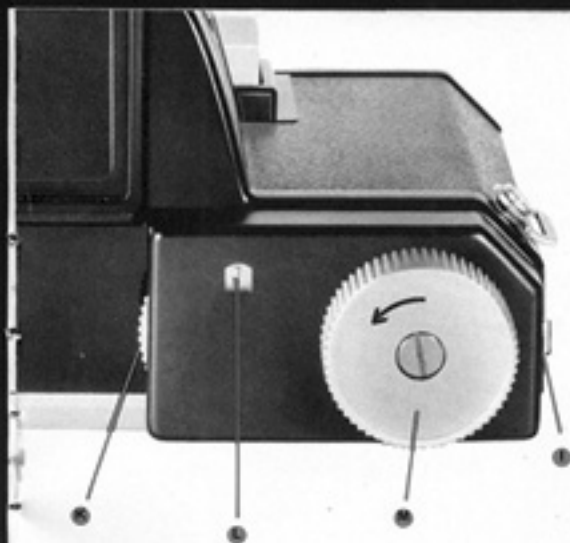
your camera





loading the picture-roll

1. Open the back of the camera (T) by sliding the hinged cover lock (L) forward and swing the back of the camera open.
2. Pull out the winding knob and hold it out.
3. Note the picture-roll cartridges (R-1) and (R-2). The "take-up" cartridge (R-1) is labeled "Return this cassette for developing." The supply cartridge (R-2) has no marking on it. Separate the cartridges about two inches and place the "take-up" cartridge (R-1) into the winding knob side of the camera.
4. Carefully drop the "supply" cartridge (R-2) into the other side of the camera.
5. Push the winding knob in. (Note: The knob must fit into the slotted hole in the top of the cartridge. If it does not, press the shutter release button and turn the winding knob until it can be pushed in.)
6. Close the back by pressing it against the body of the camera until it locks. Make sure camera is completely closed so as not to expose the picture-roll to light—and ruin the pictures.



1. Turn the winding knob (M) in the direction of the arrow until it stops. (Do not force knob!)

2. Turn the picture counter wheel (K) until the number in the picture number window (L) is at ten ("10").

The camera is now loaded and you are ready to shoot professional-quality Fotochrome color pictures.

As you wind after shooting each picture, the number in the picture number window (L) will automatically decrease by one, showing the number of pictures remaining on the picture-roll (10-9-8, etc.). After you have taken the last picture, the picture number window (L) will turn RED.

UNLOADING YOUR CAMERA:

1. Turn the winding knob (M) until it stops, then hold the shutter release button down and turn the winding knob two additional revolutions to insure that all of the exposed picture-roll is wound into the "take-up" cassette.

2. Open the camera by releasing the hinged cover lock (J) and swing the back of the camera open.

3. Remove the labeled "take-up" cartridge (R-1). Return this cartridge for developing. (Refer to instructions with picture-roll.)


4. Remove and discard the "supply" cartridge (R-2).


Note: Send your picture-roll to be developed as soon as you have completed taking the pictures.


to take outdoor pictures

1. For perfect color pictures have the sun behind you . . . your subject should be in bright or hazy sunlight. Good pictures can also be taken under poorer light conditions . . . depend on your electric eye as described on the next page.
2. Estimate and set the distance from the camera to the subject (never closer than 5 feet) or use the zone focusing symbols. Set the pointer on focusing ring (F) opposite the symbol for the type of subject you are photographing.

For example:

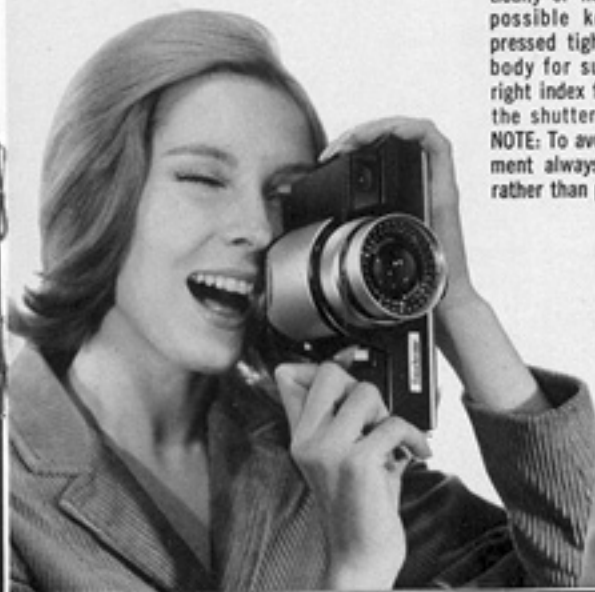
*Close-ups—5 to 7 feet— set on close-up of face

Groups—8 to 15 feet—set on group 

Distance Scenes—16 feet or farther—
set on mountain 

*For extreme close-ups use
the accessory close-up lens.

3. Hold the camera either vertically or horizontally. When possible keep your arms pressed tightly against your body for support. Use the right index finger to squeeze the shutter release button. NOTE: To avoid camera movement always squeeze slowly rather than push.





4. Sight through the view finder so that the entire subject is framed. While sighting, note the small circle to the lower right of the viewing area. This is the light level indicator (HI). When taking outdoor pictures this circle must be white to assure you that there is enough light to take a perfect color picture. When red begins to appear in the circle it is an indication that the light level is too low for best pictures. However, pictures may still be taken until the circle becomes completely red.

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5. Steady the camera and slowly squeeze the shutter release button. Note: You will not be able to wind until you have snapped the picture nor will you be able to snap a second time until you have wound to the next number. **YOU CANNOT DOUBLE-EXPOSE.**

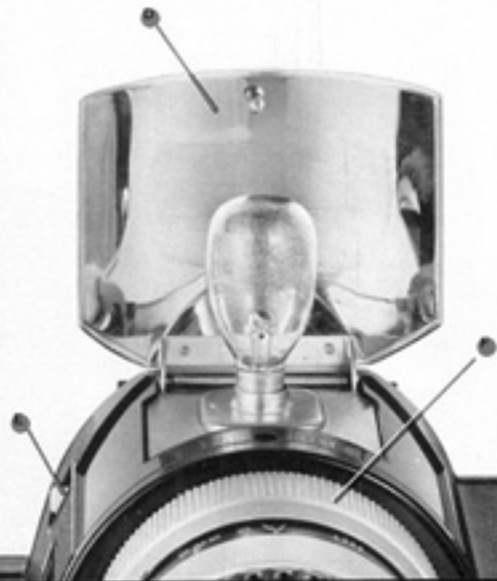
6. Turn the winding knob in the direction of the arrow until it stops (1½ to 2 turns). You are now ready to take your next picture.



to take flash pictures

Flash pictures with your Fotochrome Color Camera are easy to take and will be very rewarding. The Fotochrome Color Camera uses M-3 clear flash bulbs.

1. Push the reflector release button (E) to open the flash reflector (D).
2. Push the M-3 flash bulb down into socket until it locks.
3. Measure or carefully estimate distance from camera to subject (for best results not more than 10 feet) and set the focusing ring (F). In addition to assuring sharp, clear pictures, this will automatically adjust your lens for perfect exposure.
4. Hold the camera, sight, and shoot the picture just as you would for outdoor pictures. Then wind to be ready for the next shot. (Note: When taking flash pictures, electric eye is disconnected—therefore disregard the light level indicator circle in view finder.)
5. To remove a used flash bulb simply push in flash bulb ejector button (E). The bulb will pop out. To close flash, gently push reflector down until it locks.



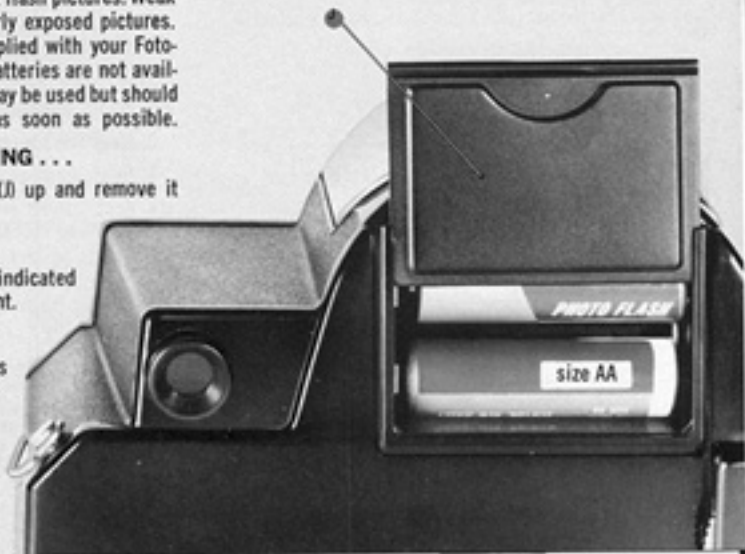
to insert new batteries

Fresh flash batteries are a must for perfect flash pictures. Weak batteries may cause flash failures or poorly exposed pictures. Two size AA photoflash batteries are supplied with your Fotochrome camera. In the event photoflash batteries are not available, regular size AA flashlight batteries may be used but should be replaced with photoflash batteries as soon as possible.

WHEN BATTERIES NEED REPLACING . . .

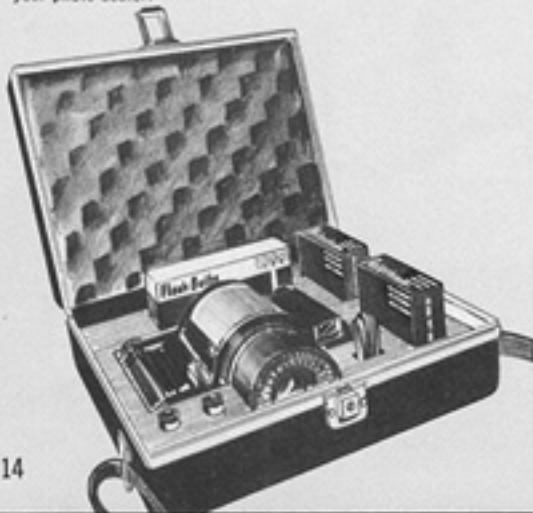
1. Slide the battery compartment cover (J) up and remove it from camera.
2. Remove and discard the old batteries.
3. Insert new batteries in the direction indicated by the diagram in the flash compartment.
4. Replace battery compartment cover.

Note: It is advisable to remove batteries if camera is to be stored or is not to be used for a long period of time.



ACCESSORIES

Ask your photo dealer about the shock-proof carrying case specifically designed to hold your Fotochrome Color Camera, picture-rolls, flash bulbs and extra batteries. It makes an attractive and functional accessory that you won't want to do without. A close-up lens to fit your Fotochrome Color Camera and a handsome photo album specially designed to hold your Fotochrome color pictures are also available at your photo dealer.



tips for dependable service

Your Fotochrome Color Camera will give you years of reliable service and roll after roll of beautiful color pictures with a minimum of care.

JUST FOLLOW THESE SIMPLE RULES:

1. Always use the neck strap.
 2. Keep the lens cap on when your camera is not in use.
 3. Never force any of the camera controls.
 4. Keep fingers away from lens, electric eye, view finder and mirror. (The mirror is visible when camera back is open.)
- The glass surfaces may be cleaned with a camel's hair brush or soft, lint-free cloth. Do not attempt to clean the inside, surface of the lens.

For service information refer to Fotochrome guarantee card.

Please Note: Should you find yourself in an area where the new Fotochrome picture-rolls are not yet available, or you require duplicate color pictures or enlargements, ask your photo dealer to order them or order directly from us and include the name of your nearest photo dealer.

If it becomes necessary, for any reason, to return your Fotochrome Color Camera, pack it carefully to prevent shock; include note detailing reason for return, and if possible include sample prints. Insure parcel. Ship to:

**Camera Division
Fotochrome Inc.
45-20 33rd Street
L. I. C., N.Y. 11101**

Registration card must be completed and returned to Fotochrome, Inc. within twenty (20) days from date of purchase for guarantee to become effective. Remember to record camera serial number and date of purchase on your guarantee.



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REGISTRATION CARD

Name _____

Address _____

City _____ State _____ Zip _____

Fotochrome Color Camera Serial No. _____

Date Purchased _____ or Date Received as a Gift _____

Purchased From _____ City _____

Where Did You First Hear of the Fotochrome Color Camera?

TV _____ Store Display _____ Friend _____ Dealer Recommendation _____

Newspaper _____ Magazine _____ Catalog (Name) _____ Other _____

Is This Your First Camera? _____ If Not Which Other Camera

Have You Owned? _____

Which of These Do You Still Own? _____

Comments _____

Fotochrome Inc.
45-20 33rd Street
Long Island City, N.Y. 11101

PLACE
STAMP
HERE

Guarantee

Your Fotochrome Color Camera is guaranteed for one year from date of purchase. Any repairs necessary within the first year due to defects in material or workmanship, will be made, or the camera will be replaced without charge. This camera carries no other manufacturer's warranty or guarantee, expressed or implied. Fotochrome is not responsible for loss of sensitized material, or for other expenses caused by a malfunction of the camera. Camera should be returned directly to Fotochrome, not to dealer.

Date purchased.....

Serial No.